IN THE CLAIMS:

Please amend the claims, as follows:

Claim 1 (currently amended): A computerized method performed by a data processor for recommending one or more available items to a target user, comprising the steps of:

obtaining a history of selecting one or more available items by at least one third party;

partitioning a third party selection history into a plurality of clusters, wherein each cluster comprises is comprised of a segment of tangible items that exhibit a characteristic similarity and, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

modifying a target user's history of selecting said one or more available items with one or more third party clusters to produce a modified target user's history;

processing the modified target user's history to generate a target user profile, wherein the modified target user's history characterizes preferences of the target user as modified to reflect preferences of the third party;

generating a recommendation score for at least one of said available items based on said target user's profile; and

displaying the recommendation score to the target user.

Claim 2 (canceled)

Claim 3 (currently amended): The method of claim [[2]]1, wherein said obtaining step further comprises the step of receiving a user selection of one or more of said clusters

of similar items.

Claim 4 (original): The method of claim 1, wherein said one or more items are programs.

Claim 5 (original): The method of claim 1, wherein said one or more items are content.

Claim 6 (original): The method of claim 1, wherein said one or more items are products.

Claim 7 (currently amended): A computerized method performed by a data processor for maintaining a user profile indicating preferences of a user, comprising the steps of:

partitioning a third party selection history into a plurality of clusters, wherein each cluster comprises is comprised of a segment of tangible items that exhibit a characteristic similarity, and wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

receiving a selection from said user of at least one of said clusters of similar items; and

modifying updating said user profile using said user selected clusters.

Claim 8 (original): The method of claim 7, wherein said user profile is associated with a program content recommender.

Claim 9 (original): The method of claim 8, wherein said user profile indicates viewing preferences of said user.

Claim 10 (original): The method of claim 7, wherein said step of updating said user profile further comprises the steps of updating a selection history of said user with items from said selected clusters and updating said user profile using said updated selection history.

Claim 11 (original): The method of claim 7, wherein said one or more items are programs.

Claim 12 (original): The method of claim 7, wherein said one or more Items are content.

Claim 13 (original): The method of claim 7, wherein said one or more items are products.

Claim 14 (currently amended): A system for recommending one or more available items, comprising:

a memory for storing computer readable code;

a processor operatively coupled to said memory, said processor configured to:

(1) obtain a history of selecting one or more available items by at least one third party;

(2) partitioning a third party selection history into a plurality of clusters,

wherein each cluster is comprised of a segment of tangible items that exhibit a characteristic similarity and, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

(3) selecting one or more clusters from the third party selection history;

(4) modifying the target user's history of selecting said one or more available items with said selected one or more clusters from the third party selection history to produce a modified target user's history;

(5) processing the modified target user's history to generate a target user profile, wherein the modified target user's history characterizes preferences of the target user as modified to reflect preferences of the third party,

(6) generating a recommendation score for at least one of said available items based on said target user's profile; and

(7) displaying the recommendation score to the target user.

Claim 15 (original): The system of claim 14, wherein said processor is further configured to partition said third party selection history into clusters containing similar items.

Claim 16 (original): The system of claim 15, wherein said processor is further configured to receive a user selection of one or more of said clusters of similar items. ·

Claim 17 (currently amended): A system for recommending one or more available items, comprising:

means for obtaining a history of selecting one or more available items by at least

one third party;

means for partitioning the at least one third party selection history into a plurality of clusters, wherein each cluster is comprised of comprises a segment of tangible items that exhibit a characteristic similarity and, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

means for modifying a target user's history of selecting said one or more available items with at least one cluster selected from the plurality of clusters comprising the third party selection history to produce a modified target user's history;

means for processing the modified user's history to generate a target user profile, wherein the modified target user's history characterizes preferences of the target user as modified to reflect preferences of the third party;

means for generating a recommendation score for at least one of said available items based on said target user's profile as modified by said third parties' history;

means for displaying the recommendation score to the target user.

Claim 18 (currently amended): A system for maintaining a user profile indicating preferences of a user, comprising:

a memory for storing computer readable code;

a processor operatively coupled to said memory, said processor configured to:

partition a third party selection history into clusters containing similar items partitioning a third party selection history into a plurality of clusters, wherein each cluster is comprised of comprises a segment of tangible items that exhibit a characteristic similarity and, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

receive a selection from said user of at least one of said clusters of similar items; and

update said user profile using said selected clusters.

Claim 19 (original): The system of claim 18, wherein said user profile is associated with a program content recommender.

Claim 20 (original): The system of claim 18, wherein said user profile indicates viewing preferences of said user.

Claim 21 (original): The system of claim 18, wherein said step of updating said user profile further comprises the steps of updating a selection history of said user with items from said selected clusters and updating said user profile using said updated selection history.

Claim 22 (currently amended): An article of manufacture for recommending one or more available items to a target user, comprising:

a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

1) a step to obtain a history of selecting one or more available items by at least one third party;

2) a step to partition a third party selection history into ~~a plurality of clusters, partitioning a third-party selection history into~~ a plurality of clusters, wherein each cluster ~~is comprised of~~ <u>comprises</u> a segment of tangible items that exhibit a characteristic similarity

Page 7 of 15

and, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

3) a step to modify a target user's history of selecting said one or more available items with one or more third party clusters to produce a modified target user's history;

4) a step to process the modified target user's history to generate a target user profile, wherein the modified history characterizes preferences of the target user as modified to reflect the preference of the third party;

5) a step to generate a recommendation score for at least one of said available items based on said target user's profile as modified by said third party selection history.

Claim 23 (currently amended): An article of manufacture for maintaining a user profile indicating preferences of a user, comprising:

a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

a step to partition a third party selection history into a plurality of clusters, ~~partitioning a third party selection history into a plurality of clusters~~, wherein each cluster ~~is comprised of~~ comprises a segment of tangible items that exhibit a characteristic similarity and, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

a step to receive a selection from said user of at least one of said plurality of clusters of similar items;

a step to modify a target user's history of selecting said one or more available

items with said selected third party clusters to produce a modified target user's history;

a step to process the modified target user's history to generate a target user profile, wherein the modified history characterizes preferences of the target user as modified to reflect preferences of the third party;

a step to generate a recommendation score for at least one of said available items based on said target user's profile as modified by said third party selection history.